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Serial No. 09/821,969

Atty. Docket No. 19480-2506RE

**REMARKS**

The Examiner has rejected claims 24 and 25 under 35 U.S.C. § 102(e) as being anticipated by Schmier et al, although it appears that claims 25 and 26 were intended to be rejected on this basis. This ground of rejection is respectfully traversed.

Independent claim 25 recites a method of selectively displaying digital information at one or more of a plurality of locations. The method comprises:

- receiving control instructions from at least one information mediator;
- using the control instructions to generate an exposure list that specifies display content, display location, display timing and display duration;
- displaying images at one or more of the locations in accordance with the exposure list; and
- permitting the exposure list to be dynamically updated.

Independent claim 26 recites a system comprising:

- a computerized control center having a plurality of communication interfaces for receiving control instructions from at least one information mediator, the computerized control center including means for generating and dynamically updating an exposure list from the control instructions, the exposure list specifying display content, display location, display timing and display duration;

- a computerized device situated at each one of the plurality of locations, each computerized device being electronically coupled to the computerized control center; and

- a means for displaying images in accordance with the exposure list associated with each one of the computerized devices.

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Schmier et al discloses a system of notifying waiting passengers of information (such as estimated arrival times) involving public transit vehicles. The system includes a central processor 22 in wireless communication with a microprocessor 16 on one or more vehicles 12 to receive vehicle location data from GPS devices on the vehicles 12. The central processor 22 is also in communication with electronic storage means 24 that contains information about the vehicles 12 in communication with the central processor 22 and these vehicles' routes. The central processor 22 uses the location data and stored information to compute a "transit data table" that includes status information such as predicted vehicle arrival times and passenger loads. The transit data table, along with other information such as news and advertisements, can be displayed on a display module 30, which is in communication with the central processor 22.

Applicant respectfully submits that Schmier et al fails to anticipate either one of independent claims 25 and 26. While Schmier et al generally relates to a method and system for displaying digital information, this reference does not disclose all of the recitations of claims 25 and 26. In particular, claim 25 recites the step of generating an exposure list that specifies display content, display location, display timing and display duration. The Examiner alleges that the transit data table computed by the central processor 22 of Schmier et al corresponds to the claimed exposure list. However, the transit data table contains predicted vehicle time intervals, arrival times and passenger load levels. This information is broadcast by the central processor 22 to the display modules 30 for display thereon. As such, the transit data table merely specifies display content and does not specify display location, display timing and display duration as required by claim 25. For example, Schmier et al contemplates displaying all or some of the information in the data transfer table (see column 5, lines 12-15). Schmier et al also describes continually updating the information in near real time (column 10, lines 3-6). Because the information is updated, and thus changed,

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as soon as it is received by the central processor 22, the duration of a given display is controlled by the frequency of the updates, not by anything in the transit data table. Also, while Schmier et al mentions displaying other types of information (such as news and advertising) at selective displays, there is no indication in Schmier et al that the specific location and timing of such displays would be controlled by the transit data table.

Accordingly, applicant respectfully submits that Schmier et al does not disclose an exposure list specifying display location, display timing and display duration and thus fails to anticipate claim 25.

Claim 26 recites a computerized control center having a plurality of communication interfaces for receiving control instructions from at least one information mediator. The examiner contends that the central processor 22 of Schmier et al corresponds to the information mediator and refers to column 10, lines 5-10 of Schmier et al as disclosing a computerized control center having a plurality of communication interfaces for receiving control instructions from the information mediator. However, if the central processor 22 corresponds to the claimed information mediator, it is not clear what element of Schmier et al corresponds to the claimed computerized control center. The referenced passage at column 10, lines 5-10 of Schmier et al merely recites that the display modules can be "small computers" capable of receiving the entire transit data table or a subset thereof and other messages. This does not disclose a "computerized control center." Furthermore, there is no disclosure that each of these "small computers" has a plurality of communication interfaces for receiving control instructions as required by claim 26.

Claim 26 also recites that the computerized control center includes means for generating and dynamically updating an exposure list from the control instructions, the exposure list specifying display content, display location, display timing and display duration. For the reasons set forth above, Schmier et al does

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not disclose generating an exposure list specifying display location, display timing and display duration.

For these reasons, applicant respectfully submits that Schmier et al fails to anticipate claim 26.

The Examiner has rejected claims 1-24 under 35 U.S.C. § 103(a) as being unpatentable over Schmier et al in view of Vogeley et al. This ground of rejection is respectfully traversed.

The Examiner contends that it would have been obvious to provide the display system of Schmier et al with a projector type LCD as taught by Vogeley et al. However, even if such a modification was made, the resulting combination would still fail to teach use of an exposure list that specifies display location, timing and duration. As described above, the transit data table of Schmier et al is not equivalent to the claimed exposure list. Vogeley et al clearly does not suggest the use of an exposure list. Furthermore, the proposed combination of Schmier et al and Vogeley et al would fail to suggest receiving display information that includes booking information for reserving and controlling a time-period for display as required by claims 1 and 13. Schmier et al provides information related to vehicle arrival times and passenger loading levels and other information such as news and advertising, but there is no disclosure of "booking information" for reserving and controlling display times. The combination of Schmier et al and Vogeley et al would also fail to suggest coordinating and controlling select ones of a plurality of projectors as required by claims 1 and 13.

For the above reasons, it is respectfully submitted that independent claims 1 and 13 are allowable over Schmier et al in view of Vogeley et al. Claims 2-12 and 14-24 depend from claim 1 and 13, respectively, and are thus also believed to be allowable. Furthermore, at least some of these dependent claims set forth limitations not met by the prior art.

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In view of the above, it is submitted that the claims are in condition for allowance. Reconsideration of the objections and rejections is requested. Allowance of claims 1-26 at an early date is solicited.

Respectfully submitted,

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Date

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